



# ORDER

Flight Dates 10/25/12-10/29/12

Contract / Revision 315776 /

Original Date / Revision  
10/24/12 10/24/12

Advertiser DSCC

Agency Great American Media

Buying Contact

1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007

Product

DSCC IE

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate # 2223

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 137000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	27400
KPNX	20%	27400
KPPX	%	0
KSAZ	25%	34250
KTVK	20%	27400
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	5	\$14,917.50	\$17,550.00	0.00	10/01/12	10/28/12	5	\$14,917.50	\$17,550.00
November 2012	1	\$2,550.00	\$3,000.00	0.00	10/29/12	10/29/12	1	\$2,550.00	\$3,000.00
Totals	6	\$17,467.50	\$20,550.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/25/12	10/26/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	---TF--	:30	1	\$750.00	FX	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--			1		\$750.00		0.00			
N 2	KNXV	10/25/12	10/26/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	---TF--	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--			1		\$1,800.00		0.00			



KNXV

Print Date: 10/24/12

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Contract / Revision    **315776**    Flight Dates **10/25/12-10/29/12**

Hiatus Dates

Original Date / Revision    10/24/12/    10/24/12

Order Sep    00:13:00

Advertiser    **DSCC**

Product **DSCC IE**

Estimate #    **2223**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KNXV	10/25/12	10/26/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	---TF--	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					1	\$3,500.00		0.00			
N 4	KNXV	10/28/12	10/28/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$3,500.00		0.00			
N 5	KNXV	10/29/12	10/29/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,000.00		0.00			
N 6	KNXV	10/28/12	10/28/12	Sunday Prime A Sunday Prime A	CM	6pm-7pm	-----S	:30	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$8,000.00		0.00			
														<b>Totals</b>	<b>6 \$20,550.00</b>
*Tax 1 Note: Tax 0.5%.															

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